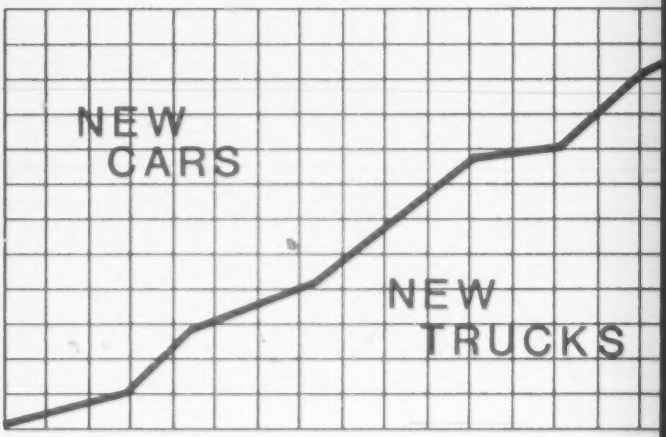
C7715-3A

POCKET SUMMARY

MARCH 1991

OF REGISTRATIONS



COURTESY OF

POLK.

R.L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	10057	14008	71.79	1.50	1.79
LEBARON	5022	6947	72.29	.74	.88
NEW YORKER	1317	2892	45.54	.20	.37
5TH AVE	2994	2707	110.60	.45	.35
IMPERIAL	619	905	68.40	.09	.12
DODGE	24355	28762	84.68	3.65	3.69
DAYTONA	1471	2893	50.85	.22	.37
SHADOW	5469	5528	98.93	.82	.71
SPIRIT	7092	7587	93.48	1.06	.97
DYNASTY	7211	8025	89.86	1.08	1.03
PLYMOUTH	15518	21408	72.49	2.32	2.74
HORIZON	116	2287	5.07	.02	.29
SUNDANCE	3222	4793	67.22	.48	.61
ACCLAIM	8770	8049	108.96	1.31	1.04
LASER	2362	4071	58.02	.35	.52
EAGLE	4371	4578	95.48	.65	.59
PREMIER	695	1154	60.23	.10	.15
TALON	2601	1964	132.43	.39	.25
CHRYSLER CORP.	54301	68756	78.98	8.12	8.81
FORD	33746	113931	82.28	14.01	14.60
ESCORT	19453	22295	87.25	2.91	2.86
PROBE	5812	9260	62.76	.87	1.19
MUSTANG	6065	10958	55.35	.91	1.40
TEMPO	17834	20546	86.80	2.67	2.63
TAURUS	26926	27107	99.33	4.01	3.48
CROWN VICTORIA	7187	9088	79.08	1.07	1.16
THUNDERBIRD	7220	9554	75.57	1.08	1.22
LINCOLN	14165	21693	65.30	2.12	2.78
MERCURY	30798	32341	95.23	4.61	4.14
TRACER	4728	1205	392.37	.71	.15
TOPAZ	4663	6554	71.24	.70	.84
SABLE	7302	8736	83.59	1.09	1.12
COUGAR	4745	7266	65.30	.71	.93
GRAND MARQUIS	7847	8580	91.45	1.17	1.10
FORD MOTOR CO.	138709	168171	82.48	20.74	21.55
BUICK	44699	43984	101.63	6.68	5.64
SKYLARK	7723	8056	95.87	1.15	1.03
CENTURY	9113	10511	86.70	1.36	1.35
REGAL	8319	4589	181.28	1.24	.59
LESABRE	10560	13752	76.79	1.60	1.76
ROADMASTER	754	-	-	.11	-
PARK AVE	6586	4572	144.05	.98	.59
RIVIERA	1423	1817	78.32	.21	.23
REATTA	221	548	40.33	.03	.07
CADILLAC	16669	23941	69.63	2.49	3.07
ALLANTE	183	224	81.70	.03	.03
ELDORADO	1521	2019	75.33	.23	.26
SEVILLE	2893	2604	111.10	.42	.33
CHEVROLET	89592	117087	76.50	13.43	14.99
PRIZM	5107	8297	61.55	.76	1.06
CAVALIER	24793	24684	100.44	3.72	3.16
LUMINA	16035	19073	84.07	2.40	2.44
CORSICA	11207	18359	61.04	1.68	2.35
BERETTA	4733	8600	55.03	.71	1.10
CAMARO	3705	5966	62.10	.55	.76
CORVETTE	1587	1715	92.54	.24	.22
CAPRICE	11227	12300	91.28	1.68	1.58
OLDSMOBILE	36915	46804	78.87	5.52	6.00
CALAIS	9092	9432	96.40	1.36	1.21
CUTLASS CIERA	7786	11367	68.50	1.16	1.46
CUTLASS SUPRM	7535	11114	67.80	1.13	1.42
TORONADO	848	1366	62.08	.13	.18
PONTIAC	43872	47871	91.65	6.56	6.13
SUNBIRD	8198	7972	102.83	1.23	1.02
GRAND AM	16411	14321	114.59	2.45	1.83
6000	2541	4752	53.47	.38	.61
BONNEVILLE	4595	5999	76.26	.70	.77
FIREBIRD	1584	3088	51.30	.24	.40
GRAND PRIX	8077	9313	86.73	1.21	1.19
SATURN	2987	-	-	.44	-
GEN. MTRS. CORP	234837	279701	85.96	35.12	35.83
MISC. DOMESTIC	1	3	33.33	-	-
OTHER IMPORT	240811	263892	91.25	36.02	33.81
U.S. TOTAL	668659	780523	85.67		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	30241	38708	78.13	1.61	1.80	179892
LEBARON	13153	16541	79.52	.70	.76	86996
NEW YORKER	4149	8283	50.09	.22	.39	37860
5TH AVE	9901	9662	102.47	.53	.45	38253
IMPERIAL	2764	2757	100.25	.15	.13	12730
DODGE	85037	82482	103.10	4.55	3.84	352846
DAYTONA	3745	8402	44.57	.20	.39	33906
SHADOW	15806	15226	103.81	.84	.71	69642
SPIRIT	25427	22110	115.00	1.36	1.03	92134
DYNASTY	30717	23482	130.81	1.65	1.09	104383
PLYMOUTH	50815	61156	83.09	2.71	2.84	247582
HORIZON	328	6123	5.36	.02	.28	12745
SUNDANCE	10743	12724	84.43	.57	.59	62869
ACCLAIM	30441	24332	125.11	1.62	1.14	108697
LASER	6115	11247	54.37	.33	.52	39154
EAGLE	11395	13609	83.73	.61	.63	58136
PREMIER	1534	3770	40.69	.08	.18	17147
TALON	6839	6146	111.28	.37	.28	27300
CHRYSLER CORP.	177488	195955	90.58	9.48	9.11	838456
FORD	264523	325518	81.26	14.13	15.15	1313488
ESCORT	62551	64139	97.52	3.34	2.98	285143
PROBE	16226	26075	62.23	.87	1.21	101981
MUSTANG	16543	28427	58.19	.88	1.32	124578
TEMPO	51767	60100	86.13	2.76	2.80	216280
TAURUS	73266	81189	90.24	3.93	3.78	312012
CROWN VICTORIA	16719	25108	66.59	.89	1.17	116241
THUNDERBIRD	19157	24864	77.05	1.02	1.16	104179
LINCOLN	45126	56309	76.59	2.30	2.62	229636
MERCURY	81353	92542	87.91	4.34	-	386253
TRACER	13037	4544	286.91	.70	.211	33295
TOPAZ	13011	19597	66.39	.69	-	1850
SABLE	20514	24533	83.62	1.10	-	6692
COUGAR	12610	18897	66.73	.67	-	74753
GRAND MARQUIS	18383	24971	73.62	.98	.10	102674
FORD MOTOR CO.	389002	474862	81.92	20.77	22.09	1933598
BUICK	123572	121706	101.53	6.60	5.66	531602
SKYLARK	24125	22154	108.90	1.29	1.03	89862
CENTURY	24634	30046	81.99	1.32	1.40	113105
REGAL	23560	12997	181.27	1.26	.60	87036
LESABRE	26101	35794	72.92	1.39	1.67	151967
ROADMASTER	1025	-	-	.05	-	3
PARK AVE	19706	14515	135.76	1.05	.68	61747
RIVIERA	3681	4546	80.97	.20	.21	20694
REATTA	740	1117	66.25	.04	.05	6319
CADILLAC	49849	61637	80.88	2.66	2.87	257923
ALLANTE	591	665	88.87	.03	.03	3148
ELDORADO	3806	5283	72.04	.20	.25	23156
SEVILLE	6789	8212	109.29	.37	.29	32912
CHEVROLET	256387	310985	82.44	13.70	14.47	1322772
PRIZM	18730	25414	73.70	1.00	1.18	107120
CAVALIER	71288	70856	100.55	3.81	3.31	292551
LUMINA	42745	52510	81.40	2.28	2.44	214974
CORSICA	31986	43393	73.71	1.71	2.02	164108
BERETTA	12496	23649	52.84	.67	1.10	95403
CAMARO	9519	15792	60.28	.51	.73	76593
CORVETTE	3856	4452	86.61	.21	.21	21188
CAPRICE	29764	28651	103.88	1.59	1.33	146788
OLDSMOBILE	99239	123088	80.62	5.30	5.73	505283
CALAIS	22889	21878	104.62	1.23	1.02	99724
CUTLASS CIERA	20589	30092	68.42	1.10	1.39	132790
CUTLASS SUPRM	20870	30007	69.55	1.11	1.40	110677
TORONADO	2139	3164	67.60	.11	.15	14484
PONTIAC	117124	136803	85.62	6.25	6.36	626489
SUNBIRD	24035	24709	97.27	1.28	1.15	119073
GRAND AM	40684	44402	91.59	2.17	2.06	201452
6000	6528	12400	52.65	.35	.58	46800
BONNEVILLE	13170	16822	78.29	.70	.78	67247
FIREBIRD	4395	8711	50.45	.23	.41	38230
GRAND PRIX	21449	23726	90.40	1.15	1.10	115093
SATURN	6383	-	-	.34	-	1738
GEN. MTRS. CORP	652591	754245	86.52	34.85	35.09	5245969
MISC. DOMESTIC	4	14	28.57	-	-	77
OTHER IMPORT	653753	724783	90.20	34.90	33.71	3141632
U.S. TOTAL	1872838	2149359	87.11			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	87394	25.17	233285	289626	80.55	24.63	24.89
CHRYSLER	307	.09	767	824	93.08	.08	.07
DODGE	39343	11.33	104009	130547	79.67	10.98	11.22
FORD	97751	28.17	265448	339773	78.13	28.06	29.20
FREIGHTLINER	1921	.55	5351	6240	85.75	.57	.54
G.M.C.	24708	7.12	66994	79839	83.91	7.07	6.86
HINO	182	.05	455	627	72.57	.05	.05
ISUZU	8606	2.48	23860	29113	81.96	2.52	2.50
IVECO	96	.03	301	529	56.90	.03	.05
JEEP	11035	3.18	34191	50327	67.94	3.61	4.32
KENWORTH	912	.26	3049	4009	76.05	.32	.34
MACK/MIDLINER	940	.27	2682	4427	60.58	.28	.38
MERCEDES BENZ	102	.03	251	414	60.63	.03	.04
MITSUBISHI FUSO	213	.06	685	821	83.43	.07	.07
NAVISTAR	4452	1.28	14307	16286	87.85	1.51	1.40
OLDSMOBILE	2084	.60	5233	3990	131.15	.55	.34
OSHKOSH	332	.10	890	996	89.36	.09	.09
PETERBILT	781	.22	2568	3548	72.38	.27	.30
PLYMOUTH	14856	4.28	38869	51083	76.09	4.10	4.39
PONTIAC	1770	.51	4499	5092	88.35	.48	.44
SCANIA	-	-	4	34	11.76	-	-
UD	146	.04	418	441	94.78	.04	.04
VOLVO	37	.01	139	220	63.18	.01	.02
WESTERN STAR	73	.02	162	284	57.04	.02	.02
WHITEGMC	531	.15	2317	3651	63.46	.24	.31
OTHER IMPORTS	48266	13.90	135284	139985	96.64	14.29	12.03
MISC. DOMESTIC	363	.10	987	1100	89.73	.10	.09
U. S. TOTAL	347201		947005	1163826	81.37		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	140125	86910	2503	639	16	1473	1528	91
CHRYSLER	767	-	-	-	-	-	-	-
DODGE	77453	26556	-	-	-	-	-	-
FORD	161349	90874	-	4517	-	1453	5219	2036
FREIGHTLINER	-	-	-	-	-	-	-	5351
G.M.C.	31946	29168	415	280	49	1119	3885	132
HINO	-	-	79	-	104	131	141	-
ISUZU	22032	-	1339	173	80	173	63	-
IVECO	-	-	183	73	18	27	-	-
JEEP	34191	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	50	2999
MACK/MIDLINER	-	-	-	-	-	81	213	2388
MERCEDES BENZ	-	-	-	-	-	77	174	-
MITSUBISHI FUSO	-	-	386	-	135	56	108	-
NAVISTAR	-	-	-	7	15	1559	6018	6708
OLDSMOBILE	5233	-	-	-	-	-	-	-
OSHKOSH	-	59	42	395	279	80	1	34
PETERBILT	-	-	-	-	-	-	40	2528
PLYMOUTH	38869	-	-	-	-	-	-	-
PONTIAC	4499	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	4
UD	-	-	106	-	142	94	76	-
VOLVO	-	-	-	-	-	-	125	14
WESTERN STAR	-	-	-	-	-	-	-	162
WHITEGMC	-	-	-	-	-	-	-	2317
OTHER IMPORTS	133223	2061	-	-	-	-	-	-
MISC. DOMESTIC	135	45	17	-	-	174	96	520
TOTAL	649822	235673	5070	6084	838	6497	17737	25284
1990 TOTAL	744942	341635	7569	8013	1361	8324	20092	31890
1991 vs '90	87.23	68.98	66.98	75.93	61.57	78.05	88.28	79.29

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	21933	1.17	15056	.70
CHEVROLET STORM	13364	.71	23791	1.11
DODGE COLT DL/VISTA SW	3764	.20	4956	.23
DODGE STEALTH	3805	.20	-	-
EAGLE SUMMIT	3022	.16	3581	.17
FORD FESTIVA	8294	.44	15616	.73
GM LOTUS	37	-	26	-
MERCURY CAPRI	3798	.20	-	-
PLYMOUTH COLT DL/VISTA SW	3188	.17	5002	.23
PONTIAC LEMANS	6863	.37	5887	.27
TC by MASERATI	274	.01	1201	.06
OTHERS	-	-	869	.04
TOTAL DOMESTIC SPONSORED IMPORTS	68342	3.65	75985	3.53
OTHER IMPORTS				
ACURA	29647	1.58	31069	1.45
AUDI	2939	.16	4592	.21
BMW	11456	.61	13452	.63
DAIHATSU	1413	.08	2916	.14
HONDA	145428	7.77	162509	7.56
HYUNDAI	30044	1.60	33252	1.55
INFINITI	6125	.33	3162	.15
ISUZU	1769	.09	1012	.05
JAGUAR	2638	.14	4710	.22
LEXUS	12510	.67	12000	.56
MAZDA	57942	3.09	52604	2.45
MERCEDES BENZ	13367	.71	16566	.77
MITSUBISHI	36051	1.92	40724	1.89
NISSAN	76001	4.06	97116	4.52
SAAB	5821	.31	6098	.28
SUBARU	24769	1.32	21853	1.02
TOYOTA	151115	8.07	167960	7.81
VOLKSWAGEN	21355	1.14	24802	1.15
VOLVO	18721	1.00	21534	1.00
OTHERS	4642	.25	6852	.32
TOTAL OTHER IMPORTS	653753	34.91	724783	33.71
GRAND TOTAL ALL IMPORT CARS	722095	38.56	800768	37.25

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1316	.14	3855	.33
DODGE RAIDER	29	-	852	.07
CHEVROLET GEO TRACKER	6083	.64	6739	.58
OTHER IMPORTS				
ISUZU	22032	2.33	25389	2.18
MAZDA	25048	2.64	24992	2.15
MITSUBISHI	8778	.93	11010	.95
NISSAN	35676	3.77	36429	3.13
SUZUKI	3516	.37	4067	.35
TOYOTA	59400	6.27	60185	5.17
VOLKSWAGEN	1168	.12	1317	.11
OTHERS	698	.18	1985	.17
TOTAL OTHER IMPORT TRUCKS	157316	16.61	165374	14.21
GRAND TOTAL ALL IMPORT TRUCKS	164744	17.40	176830	15.19

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

MARCH 1991 ISSUED 05/91

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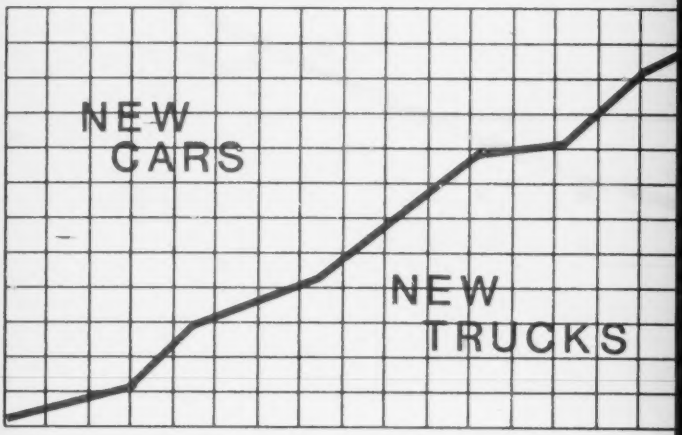
AUTOMIS

G7715-3A

POCKET SUMMARY

APRIL
1991

OF REGISTRATIONS



COURTESY OF

POLK.

R.L.POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	11438	13747	83.20	1.69	1.78
LEBARON	5910	7485	78.96	.87	.97
NEW YORKER	1596	2691	59.31	.24	.35
5TH AVE	2909	2323	125.23	.43	.30
IMPERIAL	949	841	112.84	.14	.11
DODGE	24168	24769	97.57	3.58	3.21
DAYTONA	1830	2843	64.37	.27	.37
SHADOW	6128	5067	120.94	.91	.66
SPIRIT	5326	6764	78.74	.79	.87
DYNASTY	7016	6275	111.81	1.04	.81
PLYMOUTH	14720	19627	75.00	2.18	2.55
HORIZON	72	1735	4.15	.01	.22
SUNDANCE	3556	4696	75.72	.53	.61
ACCLAIM	7170	7960	90.08	1.06	1.04
LASER	2560	3432	74.59	.38	.45
EAGLE	5444	4273	127.40	.81	.55
PREMIER	1294	1196	108.19	.19	.16
TALON	2770	1780	155.62	.42	.22
CHRYSLER CORP.	55770	62416	89.35	8.26	8.09
FORD	83825	116257	72.10	12.41	15.07
ESCORT	17469	22926	76.20	2.59	2.97
PROBE	5882	9270	63.45	.87	1.20
MUSTANG	6019	10373	58.03	.89	1.35
TEMPO	14140	19582	72.21	2.10	2.54
TAURUS	24051	29581	81.34	3.56	3.83
CROWN VICTORIA	6428	9099	70.65	.95	1.18
THUNDERBIRD	6029	10263	58.75	.89	1.33
LINCOLN	14901	19788	75.30	2.21	2.57
MERCURY	33311	32850	101.40	4.94	4.26
TRACER	3104	992	312.90	.46	.13
TOPAZ	5325	7296	72.99	.79	.95
SABLE	8451	7796	108.40	1.25	1.01
COUGAR	5039	8072	62.43	.75	1.05
GRAND MARQUIS	9903	8694	113.91	1.47	1.12
FORD MOTOR CO.	132037	169496	77.90	19.56	21.98
BUICK	43003	44414	96.82	6.37	5.76
SKYLARK	8637	7432	116.21	1.28	.96
CENTURY	8205	9598	85.48	1.22	1.24
REGAL	8981	6367	141.06	1.33	.83
LESABRE	8732	14617	59.74	1.29	1.91
ROADMASTER	1749	-	-	.26	-
PARK AVE	5157	3655	141.09	.76	.47
RIVIERA	1264	2038	62.02	.19	.26
REATTA	278	606	45.87	.04	.08
CADILLAC	15815	22109	71.53	2.34	2.87
ALLANTE	213	236	90.25	.03	.03
ELDORADO	1719	2242	76.67	.25	.29
SEVILLE	3029	2488	121.74	.45	.33
CHEVROLET	96158	120589	79.74	14.26	15.63
PRIZM	4885	9133	53.49	.72	1.18
CAVALIER	23774	26636	89.26	3.53	3.45
LUMINA	18050	19480	92.66	2.67	2.53
CORSICA	12399	16737	74.08	1.84	2.17
BERETTA	5034	7711	65.28	.75	1.00
CAMARO	4354	5960	73.05	.65	.77
CORVETTE	1676	1681	99.70	.25	.22
CAPRICE	11639	16436	70.81	1.72	2.13
OLDSMOBILE	36355	44234	82.19	5.39	5.74
CALAIS	7431	9162	81.11	1.10	1.19
CUTLASS CIERA	9985	10385	96.15	1.48	1.35
CUTLASS SUPRM	8232	10959	75.12	1.22	1.42
TORONADO	913	1318	69.27	.14	.17
PONTIAC	45244	51431	87.97	6.70	6.67
SUNBIRD	8919	7352	121.31	1.32	.95
GRAND AM	15977	19210	83.17	2.36	2.50
6000	2344	3814	61.46	.35	.49
BONNEVILLE	5244	5175	101.33	.78	.67
FIREBIRD	1730	3096	55.88	.26	.40
GRAND PRIX	7764	10656	72.86	1.15	1.38
SATURN	4070	-	-	.60	-
GEN. MTRS. CORP	240650	282797	85.10	35.66	36.67
MISC. DOMESTIC	3	11	27.27	-	-
OTHER IMPORT	246406	256458	96.08	36.52	33.26
U. S. TOTAL	674866	771178	87.51		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	41679	52455	79.46	1.64	1.80	179892
LEBARON	19063	24026	79.34	.75	.83	86996
NEW YORKER	5745	10974	52.35	.23	.38	37860
5TH AVE	12810	11985	106.88	.50	.41	38253
IMPERIAL	3713	3598	103.20	.15	.12	12730
DODGE	109205	107251	101.82	4.29	3.67	352846
DAYTONA	5575	11245	49.58	.22	.38	33906
SHADOW	21934	20293	108.09	.86	.69	69642
SPIRIT	30753	28874	106.51	1.21	.99	92134
DYNASTY	37733	29757	126.80	1.48	1.03	104383
PLYMOUTH	65535	80783	81.12	2.57	2.77	247502
HORIZON	400	7858	5.09	.02	.27	12745
SUNDANCE	14299	17420	82.08	.56	.60	62869
ACCLAIM	37611	32292	116.47	1.47	1.11	108697
LASER	8675	14679	59.10	.34	.50	39154
EAGLE	16839	17882	94.17	.66	.61	58136
PREMIER	2828	4966	56.95	.11	.17	17147
TALON	9609	7926	121.23	.38	.27	27300
CHRYSLER CORP.	233258	258371	90.28	9.16	8.85	838456
FORD	348348	441775	78.85	13.67	15.12	1313488
ESCORT	80020	87065	91.91	3.14	2.98	285143
PROBE	22108	35345	62.55	.87	1.21	101981
MUSTANG	22562	38800	58.15	.89	1.33	124578
TEMPO	65907	79682	82.71	2.59	2.73	216280
TAURUS	97327	110770	87.86	3.81	3.79	312012
CROWN VICTORIA	23147	34207	67.67	.91	1.17	116241
THUNDERBIRD	25186	35127	71.70	.99	1.20	104179
LINCOLN	58027	76097	76.25	2.28	2.61	229636
MERCURY	114664	125392	91.44	4.50	4.29	386253
TRACER	16141	5536	291.56	.63	.19	33295
TOPAZ	18336	26893	68.18	.72	.92	71850
SABLE	28965	32329	89.59	1.14	1.11	96692
COUGAR	17549	26969	65.44	.69	.92	74753
GRAND MARQUIS	28286	33665	84.02	1.11	1.15	102674
FORD MOTOR CO.	521039	644358	80.86	20.45	22.06	1933595
BUICK	166575	166120	100.27	6.54	5.69	531602
SKYLARK	32762	29586	110.73	1.29	1.01	89862
CENTURY	32839	39644	82.83	1.29	1.36	113105
REGAL	32541	19364	168.05	1.28	.66	87036
LESABRE	34833	50411	69.10	1.36	1.73	151967
ROADMASTER	2774	-	-	.11	-	3
PARK AVE	24863	18170	136.84	.98	.62	61747
RIVIERA	4945	6584	75.11	.19	.23	20694
REATTA	1018	1723	59.08	.04	.06	6719
CADILLAC	65664	83746	78.41	2.58	2.87	257923
ALLANTE	804	901	89.23	.03	.03	3148
ELDORADO	5525	7525	73.42	.22	.26	23156
SEVILLE	9818	8700	112.85	.39	.30	32912
CHEVROLET	352545	431574	81.69	13.84	14.77	1322772
PRIZM	23615	34547	68.36	.93	1.18	107120
CAVALIER	95062	97532	97.47	3.72	3.35	292551
LUMINA	60795	71990	84.45	2.39	2.46	214974
CORSICA	44385	60130	73.82	1.74	2.06	164108
BERETTA	17530	31360	55.90	.69	1.07	95403
CAMARO	13873	21752	63.78	.54	.74	76593
CORVETTE	5532	6133	90.20	.22	.21	21188
CAPRICE	41403	45087	91.83	1.63	1.54	146788
OLDSMOBILE	135594	167322	81.04	5.32	5.73	505283
CALAIS	30320	31040	97.68	1.19	1.06	99724
CUTLASS CIERA	39574	40477	75.53	1.20	1.39	132790
CUTLASS SUPRM	29102	40966	71.04	1.14	1.41	110677
TORONADO	3052	4482	68.09	.12	.15	14484
PONTIAC	162368	188234	86.26	6.37	6.44	626489
SUNBIRD	32954	32061	102.79	1.29	1.10	119073
GRAND AM	56661	63632	89.04	2.22	2.17	201452
6000	8872	16214	54.72	.35	.56	46800
BONNEVILLE	18414	21997	83.71	.72	.75	67247
FIREBIRD	6125	11807	51.88	.24	.40	38230
GRAND PRIX	29213	34382	84.97	1.15	1.18	115093
SATURN	10453	-	-	.41	-	1738
GEN. MTRS. CORP	893241	1037042	86.13	35.06	35.50	3245969
MISC. DOMESTIC	7	25	28.00	-	-	77
OTHER IMPORT	900159	981241	91.74	35.33	33.59	3141532
U.S. TOTAL	2547704	2921037	87.22			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	88772	25.03	322057	399816	80.55	24.74	25.35
CHRYSLER	310	.09	1077	1044	103.16	.08	.07
DODGE	39180	11.05	143189	168884	84.79	11.00	10.71
FORD	102422	28.88	367870	465684	79.00	28.24	29.53
FREIGHTLINER	1877	.53	7228	8207	88.07	.56	.52
G.M.C.	24877	7.01	91871	111931	82.08	7.06	7.10
HINO	142	.04	597	829	72.01	.05	.05
ISUZU	8659	2.44	32519	37920	85.76	2.50	2.40
IVECO	80	.02	381	757	50.33	.03	.05
JEEP	13430	3.79	47621	65009	73.25	3.66	4.12
KENWORTH	890	.25	3939	5338	73.79	.30	.34
MACK/MIDLINER	1089	.31	3771	6179	61.03	.29	.39
MERCEDES BENZ	80	.02	331	543	60.96	.03	.03
MITSUBISHI FUSO	281	.08	966	1106	87.34	.07	.07
NAVISTAR	3930	1.11	18237	21487	84.87	1.40	1.36
OLDSMOBILE	2197	.62	7430	6028	123.26	.57	.38
OSHKOSH	397	.11	1287	1398	92.06	.10	.09
PETERBILT	809	.23	3377	4758	70.98	.26	.30
PLYMOUTH	13948	3.93	52817	63196	83.58	4.05	4.01
PONTIAC	1828	.52	6327	7891	80.18	.49	.50
SCANIA	2	-	6	41	14.63	-	-
UD	149	.04	567	608	93.26	.04	.04
VOLVO	26	.01	165	285	57.89	.01	.02
WESTERN STAR	50	.01	212	364	58.24	.02	.02
WHITEGMC	619	.17	2936	5062	58.00	.23	.32
OTHER IMPORTS	48201	13.59	183485	191391	95.87	14.10	12.13
MISC. DOMESTIC	421	.12	1408	1518	92.75	.11	.10
U. S. TOTAL	354666		1301671	1577274	82.53		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	194153	119466	3549	851	21	1891	2004	122
CHRYSLER	1077	-	-	-	-	-	-	-
DODGE	105299	37890	-	-	-	-	-	-
FORD	223355	126797	-	6108	-	1028	6907	2875
FREIGHTLINER	-	-	-	-	-	-	-	7228
G.M.C.	43875	40153	574	400	69	1488	5108	204
HINO	-	-	99	-	140	182	176	-
ISUZU	30023	-	1815	236	109	253	83	-
IVECO	-	-	241	88	19	33	-	-
JEEP	47621	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	66	3873
MACK/MIDLINER	-	-	-	-	-	114	283	3374
MERCEDES BENZ	-	-	-	-	-	107	224	-
MITSUBISHI FUSO	-	-	554	-	185	82	145	-
NAVISTAR	-	-	-	8	20	1953	7908	8348
OLDSMOBILE	7430	-	-	-	-	-	-	-
OSHKOSH	-	63	54	617	406	103	1	43
PETERBILT	-	-	-	-	-	-	53	3324
PLYMOUTH	52817	-	-	-	-	-	-	-
PONTIAC	6327	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	6
UD	-	-	148	-	194	117	108	-
VOLVO	-	-	-	-	-	-	148	17
WESTERN STAR	-	-	-	-	-	-	-	212
WHITEGMC	-	-	-	-	-	-	-	2936
OTHER IMPORTS	180732	2753	-	-	-	-	-	-
MISC. DOMESTIC	179	74	24	-	-	231	143	757
TOTAL	892888	327196	7058	8308	1163	8382	23357	33318
1990 TOTAL	1003397	469404	10310	10844	2048	10735	27566	42970
1991 vs '90	88.99	69.70	68.46	76.61	56.79	78.08	84.73	77.54

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	28390	1.11	20064	.69
CHEVROLET STORM	21058	.83	33204	1.14
DODGE COLT DL/VISTA SW	5374	.21	6438	.22
DODGE STEALTH	5414	.21	-	-
EAGLE SUMMIT	4402	.17	4850	.17
FORD FESTIVA	12091	.47	20719	.71
GM LOTUS	42	-	46	-
MERCURY CAPRI	5287	.21	-	-
PLYMOUTH COLT DL/VISTA SW	4550	.18	6550	.22
PONTIAC LEMANS	10129	.40	7987	.27
TC by MASERATI	348	.01	1540	.05
OTHERS	-	-	1566	.05
TOTAL DOMESTIC SPONSORED IMPORTS	97085	3.81	103024	3.53
OTHER IMPORTS				
ACURA	41478	1.63	42331	1.45
AUDI	3976	.16	6310	.22
BMW	15967	.63	18599	.64
DAIHATSU	1899	.07	3716	.13
HONDA	201426	7.91	222161	7.61
HYUNDAI	39652	1.56	43554	1.49
INFINITI	8354	.33	4639	.16
ISUZU	2703	.11	1345	.05
JAGUAR	3582	.14	6235	.21
LEXUS	17190	.67	16717	.57
MAZDA	80474	3.16	73896	2.53
MERCEDES BENZ	16842	.66	23206	.79
MITSUBISHI	49554	1.95	51552	1.76
NISSAN	105145	4.13	131167	4.49
SAAB	9269	.36	7977	.27
SUBARU	34545	1.36	30178	1.03
TOYOTA	207106	8.13	225171	7.71
VOLKSWAGEN	29206	1.15	34506	1.18
VOLVO	25461	1.00	28758	.98
OTHERS	6330	.25	9223	.32
TOTAL OTHER IMPORTS	900159	35.33	981241	33.59
GRAND TOTAL ALL IMPORT CARS	997244	39.14	1084265	37.12

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1684	.13	4887	.31
DODGE RAIDER	31	-	1007	.06
CHEVROLET GEO TRACKER	8711	.67	9334	.59
OTHER IMPORTS				
ISUZU	30023	2.31	33436	2.12
MAZDA	34189	2.63	34045	2.16
MITSUBISHI	10846	.83	14191	.90
NISSAN	49135	3.77	52016	3.30
SUZUKI	5101	.39	5280	.33
TOYOTA	80313	6.17	81327	5.16
VOLKSWAGEN	1614	.12	1899	.12
OTHERS	2287	.18	2633	.17
TOTAL OTHER IMPORT TRUCKS	213508	16.40	224827	14.25
GRAND TOTAL ALL IMPORT TRUCKS	223934	17.20	240055	15.22

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

APRIL 1991 ISSUED 06/91

R. L. POLK & CO.

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